

Your Agent Marketing Package For Actors

How To Make the Most of It



Your Agent Marketing Package

Things are getting exciting! Your marketing is about to get real, my friend.

In this document, you will find some VERY IMPORTANT FINAL DETAILS about your Marketing Package, so please read all of it. I'll also address some Frequently Asked Questions, such as how we selected the agents for you, as well as many other things, so if you like to know things like that, you're at the right place.

Also, for simplicity's sake, I'm going to use the term "Agents" in this guide instead of saying "Agents and Managers" every time, but everything works the same way for both Agents and Managers in terms of what you need to know for your Marketing Package.

If there is a difference in some points I cover, I'll specifically make a note of that, otherwise, if you got a Manager Package, just substitute "Managers" everywhere it says Agents. With that's said, let's rock and roll!

Your Agent Marketing Package

You have either received your Agent Marketing Package or you will be getting it soon.

If you are receiving printed letters, try to mail the letters within a week or two because this is when the data is the freshest! If you are focusing on marketing by email, it's not as urgent, but of course you want your agent ASAP, so stay focused.

Either way, when we select the agents for you to mail to, we always update the addresses before sending them to you, but they do change over time, so for your best chances of delivery, you should send them out as soon as possible.

Later in this presentation, you'll find detailed information on our Correct Address Guarantee in case you get some back from mailing them out by hard copy.

IMPORTANT: If you are sending hard copy letters, also be sure to sign them before sending them out.

Marketing is a Process

Your best bet for getting the perfect agent for you will happen when you relate to Getting an Agent as a process.

Sending out your letters or your emails ***the first time*** should be considered your **First Big Step**, but don't think of it as your only step!

You should **plan on following up** as described here and in the training in the Green Room Course on the Hollywood Business School site, which comes with your Marketing package. Also, think of other things you can do to help your cause in this regard.

With this package, you have all the materials you need to follow up and work the process!

Your Cover Letter Pitch

In a Meeting with an Agent, you may likely be asked, "Tell me about yourself." You can use key parts of your cover letter to plan your answer ahead of time!

In fact, any time you market yourself, You can also use your cover letter as the foundation for telling about your accomplishments, whether it's in writing, pitching in person, networking or sending out emails -- anywhere!

The point is... your Cover Letter is the foundation of your pitch. It is now a tool in your Marketing Toolbox that you can use any time anywhere.

If you feel like you would like more personalized practice in pitching yourself, you might want to Schedule an [Agent Meeting Practice Session](#) to practice pitching yourself and have Melody coach you directly on how to take the meeting, what to do and not to do. And if you don't need it... that's fine too! It's just one more tool available to you.



Selecting the Agencies For You

The Big Agencies

Most actors dream of being with the biggest agencies in Hollywood, like Creative Artists Agency, William Morris Endeavor, United Talent Agency, and so forth.

The problem is, they only want to represent you if you are already making lots and lots of money and on the rise! That means, they'll come looking for you most of the time if you're ready for them... though if you get a referral, you gotta check them out.

But the bottomline for our purposes is that we don't include them on your list because these agencies and a few others will return your material and emails without looking at them. We focus on getting a list for you that we think you legitimately have a chance with.... and occasionally, we are working with actors who DO have lots of credits, so maybe that's you! And in that case, we can do some extra tricks to try to help you to get them to consider your pitch! But for most actors, we are not going to include them in your list.



Who We Selected For You Based on What Type of Representation You're Looking For

We choose your agents or managers based on a variety of considerations.

The first thing we take into account is the type of representation you are looking for. First, are you looking for an agent or a manager? Secondly, if you're looking for an agent, are you looking for commercial, theatrical (film/tv) or across-the-board representation.

Depending on what you want, that will help us do our first cut of agents (or managers) for you.

Who We Selected For You Based on Our A B C D Ratings

Overall, we rate all agent and management companies with an A, B, C, or D, also using a plus or minus, to help us target as closely as possible who you might be a good fit with. These ratings are based on the general industry perception, as well as our own experience. We also take into consideration what their current roster looks like on IMDB and how open to newer actors they might be.

If you are marketing only to a few at a time, you should start with the highest rated agencies first.... then work your way down the list. If there are lots at the same rating, cherry pick which to go to first, or just go in chronological order on your list! Just make a plan then work it!

Who We Selected For You

Tracking Feedback From Fellow Actors

Another way we gather Word from the Street is by listening to the gossipy feedback from our clients about why they left their last agent or manager and we "make a note of it!" Creating a cumulative base of knowledge of this feedback gives us good intel on how that agency deals with their actors.

To be fair though, we also realize that each actor varies in what they like or don't like with an agency, and what they want the relationship to be, so we take that into account as well when we "make our notes!" Overall, we're listening to understand the overall personality and vibe of a given agency to help inform us in choosing who might be a good fit for you. We take that all into account!

Who We Selected For You Based on Age Group

Don't freak out about this one! The age group. I know this can be a sore point for many actors, but don't worry... it shouldn't be in this case. We simply track who agents represent age-wise in few broad categories, namely: **Under 18, young adult, under 30, or over 30.**

Many agencies focus on one or two age groups, but some represent all age groups over 30. I've found that most who represent 30 and over, represent all ages of adults, so I don't break them down beyond that. It's also not definitive about under or over 30.... but we use it as a guideline. If their roster looks like most people are in their 20s or younger, we don't want to bother marketing to them if you're not close to that bracket -- so we kick 'em off your list if that's the case!

Who We Selected For You Based on Personality Fit and You

Whenever possible, if we know the individual agent's personality, we will also take into consideration whether we think the two of you would work well together. Some of those agents have some wild personalities! That could be great or not so great... depending on what you like. We like to consider that for you.

Finally, of course, we will be advised by any instructions you have given us, such as to include a particular agency or to avoid your past agents. Or maybe you have something else you want us to consider for you. We'll do it! Our goal is to come up with a strong customized list targeted just for you.



**Our Research, Corrections,
and Keeping Our Listings
Up to Date**

The Data Super Geeks at Work

We are super geeks about tracking and updating our database of agents, managers and production companies for the services we provide to our clients. We have a variety of resources we use for our initial research, then we fill in the gaps by finding bits and pieces of data around the web, from people we meet in person, by making calls, and through feedback from our clients.

We truly do our absolute best to compile the best, most complete, and most accurate information available anywhere for your project.

If You Get Return To Sender Letters Or Messages

Despite our superhero efforts at finding the absolute most current data, you still may get a few letters returned. We hate that, but ***we offer a fix!***

To learn about the fix, just keep reading this document to discover what additional step we will take to provide you with new data should you get letters back with bad info.

Address Guarantee

For your service, you most likely paid for a list of 75 agencies.* But as you'll see on the list, you are getting **more than that, meaning you are getting a few bonus companies, in advance**. Think of it like a Baker's Dozen.

We give you these bonus companies beyond what you've paid for in advance, so even if some get returned for wrong addresses (since some agents don't take the time to to update their public info), you still have plenty agents to mail to. The same goes for emails, except that we do our best to supply you with lots of email addresses in advance... even more than one for most agencies!

You will most likely get a few mailers returned to you, but we got you covered because we're giving you more than you paid for up front! Plus, we have another little bonus plan for you should you get them back...

* If your plan was different than that, it is likely that the same principles apply to your plan as listed here.

Address Guarantee (Hard Copy Only)

When you do a mailing of this many people, you will always get a few returned.... In the direct mail business, this is to be expected. **A 15% rate of undeliverables is considered a very good delivery rate**, while unacceptable rates may have as many as 40-50% or more bad addresses.

At Smart Girls, our undeliverable rates are very low, and to make up for it in advance, we give you BONUS FREEBIES IN ADVANCE! That means, that in addition to the number of packages you have paid for, you are receiving FREE packages beyond that number.

BUT... if you happen to receive more **Undeliverables with Wrong Address** than the number of freebies we have given you in advance, and **they are postmarked within 30 days of the date we sent them to you**, we will research them and try to find updated addresses of those returned to you and we'll pass on our new research to you so you can continue to market to them! You have up to 60 days total to “redeem your undeliverable letters” if you want to take advantage of it. This is what you need to do:

You **MUST** send us photographs of the returned envelopes (*originals, scans or photos*) so we can see the information including the exact reason for return, any updated information, and the postmarked date. (This does **NOT** include letters returned because they don't open letters such as the big agencies.)

Address Guarantee (Hard Copy Only)

By the way... we encourage you to take advantage of this offer and send us a copy of any envelopes that get returned to you! We love to know of any wrong data and research it to find the right data, so just know that it doesn't bother us at all to try to find correct info from another source, even if we have to call the company. And we'll happily pass that info back to you!

All you need to do is send us photos of the returned envelopes and we'll take it from there. You can take a picture with your cell phone and email them to us or even the image to us if that's better for you. You can Messenger them to us on Facebook -- whatever works for you. Being the geek that I am (Melody), I have to tell you that my team tries very hard to have the most accurate data anywhere to provide to our clients, so we appreciate being notified anytime corrections need to be made.

Ultimately, your satisfaction with the information we provide is important to us. While we have no say about how interested an agent or manager might be, our commitment is to provide you with accurate information on them so you can work your marketing magic on them!

Cheers to opportunity!

Steps For Getting Updates With Good Address Guarantee

Our Good Mailing Address Guarantee has two main elements to it. 1) The Freebie Bonus Names; and 2) 30-day Return updates as long as you provide the **image of the returned envelope**.

1) The **Bonus Freebies plan** is described above. The plan here is that we give you enough names in advance to make sure you still have good addresses of the number you paid for and well within the "Very Good" list rating of a deliverability rate of 85% or better.

2) **Next Level Research / 30-day Updates Report:** A second way we do our best to ensure a good list for our clients is that we give you 30 days to inform us of any envelopes that were returned due to a bad address. **This explicitly does NOT include, meaning it DOES EXCLUDE, materials being returned because a company does not accept unsolicited letters.**

To utilize this, **you must send us a PHOTO of the returned envelope** with all of the information and **send that to us in one batch** of any you want us to see if we can get an updated address on. **The envelope must be postmarked within 30 days of us sending you your mailing or labels.** And you must send a photo of the envelope so we have full details.

Email Addresses - Up to Three

With the Agent Marketing Service you purchased, you will also a directory that includes the company name, address, and phone number as well as an individual agent's name.

We don't guarantee to provide you with an email addresses unless you specified a preference for Email Addresses over Hard Copies since not all companies publish them, but we **will** promise to give you as many emails as we can find!

In fact, here's our ***super geek tip*** on how we do our best to help you with these emails... In our effort to provide you as much info as possible, you'll see that we have included **up to three different email addresses** for each agency! To get to three, we got creative. We are giving you any emails we have for ***the organization, the individual you're sending to***, and also a **related email** where possible. The ***Related Email*** is essentially a BONUS email address to try to reach someone connected to the given company should want to.

This Related Email is simply an extra email we have on file that is connected to the person or the company in some way. It might be their old email; it might belong to a different person at the company, or it might even belong to the same person at a different company! It's just extra contact for you. You won't find this anywhere else, because we came up with the idea!

Sending Out Your Letters

When you do a mailing, send out all of your letters at the same time, unless there is a specific reason not to.

You need to know the entirety of which agents are interested in you before making your decision, so send your letters or emails out around the same time so your responses and meetings can be done in a similar time frame should you get multiple meetings!

The one exception to this rule is that is if you have a strategic reason to do your mailing in waves -- such as if you are going to multiple execs at the same company -- you might instead choose to send your letters out in batches, where you send to to one person at the company one week, then two weeks later, if they don't respond, you send to the next one at that company, and so on.

Other than that... send them all out at the same time and get 'em out there FAST!

The Online Green Room

This is your final reminder that The Green Room at the Hollywood Business School has support materials for your marketing, in case you didn't notice when you first logged in.

Simply login there again for additional information on your mailing, especially on doing the follow up over time, which is very important.

Remember to save any returned envelopes should you get any back, then forward photos of them to us so we can see if we have any updated info!

We wish you the very best of luck with your marketing. Please keep us posted on how it goes.

And thank you for doing business with Smart Girls Productions.

Not a Guarantee of Work or A Sale

Not a guarantee of work.

Working with you on this mailing is in no way meant to be a guarantee that you will be successful at getting an agent or manager or booking paid work.

This is one big step in your ongoing marketing process. Most importantly, we want you to get in the groove of taking multiple steps to reach out to your contact list. And please be sure to use all of the resources in the Green Room at Hollywood Business School to give it your best shot!

**Here's wishing you great success with
finding representation and taking your
next step in your Acting Career!**

